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**For Immediate Release**

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**ROCKY ROPES MATT SHERWOOD FOR RODEO SPONSORSHIP**

NELSONVILLE, Ohio — Rocky's western division is excited to announce its sponsorship of professional rodeo team roper Matt Sherwood for the 2012 rodeo season. To kick off the partnership, Sherwood will make an appearance at the Denver Western & English Sales Association (WESA) trade show on January 13, 2012, signing autographs at Rocky Booth #3535 from 3:00 p.m. - 4:30 p.m.

"We are thrilled to welcome Matt Sherwood to the Rocky team," said Bonnie Bleile, marketing manager for Rocky's western division. "Rocky makes some of the toughest and most-technology driven boots in western footwear, so it made sense for us to be the official boot of a rodeo champion like Matt."

Sherwood, who lives in Pima, Ariz. with his wife and seven children, competes full time on the professional rodeo circuit as a team roper (header). He recently competed in the Wrangler National Finals Rodeo (WNFR) in Las Vegas where he captured third place in the world standings. In both 2006 and 2008, he beat out the competition to earn the WNFR world title. Throughout his successful career, Sherwood has won or placed highly in numerous professional rodeos.

"I have specific standards which must be met by any company or product I endorse," Sherwood said. "Strong, durable, comfortable, attractive boots are a requirement for me and Rocky Boots certainly has those qualities. I look forward to wearing the boots and working closely with the Rocky team."

Sherwood will sport Rocky's western boots inside and outside the arena, as well as display the Rocky logo whenever possible at rodeos, major professional team roping events, when conducting clinics and making public appearances. He will also promote the Rocky brand through his website, Facebook page and Twitter account and in his local, regional and national media relations. In turn, Rocky will utilize Sherwood in its marketing materials.

Founded in 1932, Rocky manufactures and markets rugged outdoor, military, duty, work and western footwear, apparel and accessories. The company's products are available in nearly 3,000 retail and catalog outlets. It is a division of Rocky Brands, a publicly traded company on NASDAQ® under the symbol: RCKY. More information can be found at [www.rockyboots.com](http://www.rockyboots.com).

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